

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

**LFC 1017 FUNDAMENTALS OF STRATEGIC
COMMUNICATION**

(All sections)

23 October 2019

9.00 am – 11.00 am

(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **THREE** printed pages with **TWO** sections only.
2. Answer all questions in both Section A and B.
3. Write your answers in the **Answer Booklet** provided.

SECTION A: STRUCTURED QUESTIONS [30 MARKS]**Instruction:** Answer **ALL** questions.

1. Define corporate identity. (2 marks)
2. Briefly explain **three (3)** advantages and **three (3)** disadvantages of corporate advertising. (6 marks)
3. Briefly explain corporate culture. (2 marks)
4. Define **four (4)** types of crises and support your answers with an example for each crises. (2 marks)
5. Briefly explain the **four (4)** main steps of strategic brand management process for corporate organization. (8 marks)
6. Identify **four (4)** differences between issues management and crisis management. (4 marks)
7. a) Briefly explain organisational culture? (1 marks)
b) Briefly explain the **five (5)** cultural dimensions conducted by Geert Hofstede and briefly explain on the cultural dimensions. (5 marks)

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SECTION B: STRUCTURED QUESTION [20 MARKS]**Instructions:** Answer ALL questions.

1. a) Illustrate the four step of problem solving diagram used for strategic management process. (2 marks)
- b) Briefly explain the four step problem solving diagram. (8 marks)
2. a) Illustrate Carroll's CSR Pyramid Model. (2 Marks)
- b) Briefly explain **four (4)** types of social responsibility based from Carroll's CSR Pyramid. (8 Marks)

End of Paper